



U.S. Department of Energy
Energy Efficiency
and Renewable Energy

Bringing you a prosperous future where energy
is clean, abundant, reliable, and affordable

EERE PRINT COMMUNICATIONS STANDARDS UPDATE

April 28, 2004

INTRODUCTION

ABOUT US

Carter Cosgrove + Company

- More than 20 years of experience developing and managing brands
- Seasoned staff of designers, writers, and digital media experts
- Been in partnership with DOE for more than 5 years

OUR OBJECTIVE

- Assess the strengths and weaknesses of the EERE brand
- Refine brand features to create a unified look and feel
- Create guidelines to ensure consistency

RATIONALE

- Visual effectiveness
- Consistency
- Usability

OUR PROCESS

- Learn the history and objectives of the current visual identity and graphic standards
- Conduct a visual audit
- Hold focus groups
- Develop and disseminate a Technical Requirements Questionnaire

OVERVIEW

OVERVIEW: The EERE Brand

To be successful, the brand elements must be implemented consistently in all applications and communications. Consistent reproduction will:

- Reinforce the EERE name
- Heighten awareness of EERE's mission
- Create a consistent look and feel

OVERVIEW: Outline

Included in this print communication standards update are the following:

- Identifier
- Corporate Message
- Colors
- Fonts
- Montage and Blue-Line Illustrations
- EERE Information Center
- Templates
- Program Logos
- Accessing the Print Communication Standards Update
- Closing

IDENTIFIER

IDENTIFIER

A new “lock-up” version of the DOE/EERE identifier will replace the existing identifier.



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IDENTIFIER

Three configurations are available in downloadable, print- and Web-ready versions via the EERE Communications Standard Web site.

1



U.S. Department of Energy
**Energy Efficiency
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2



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3

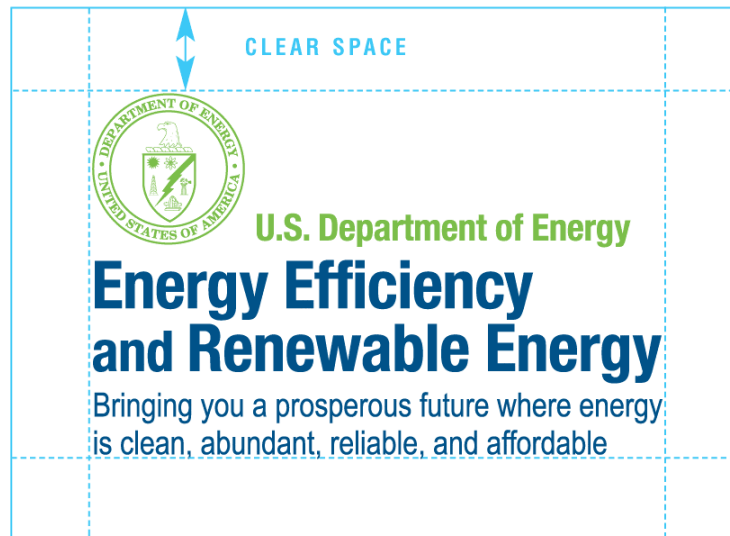


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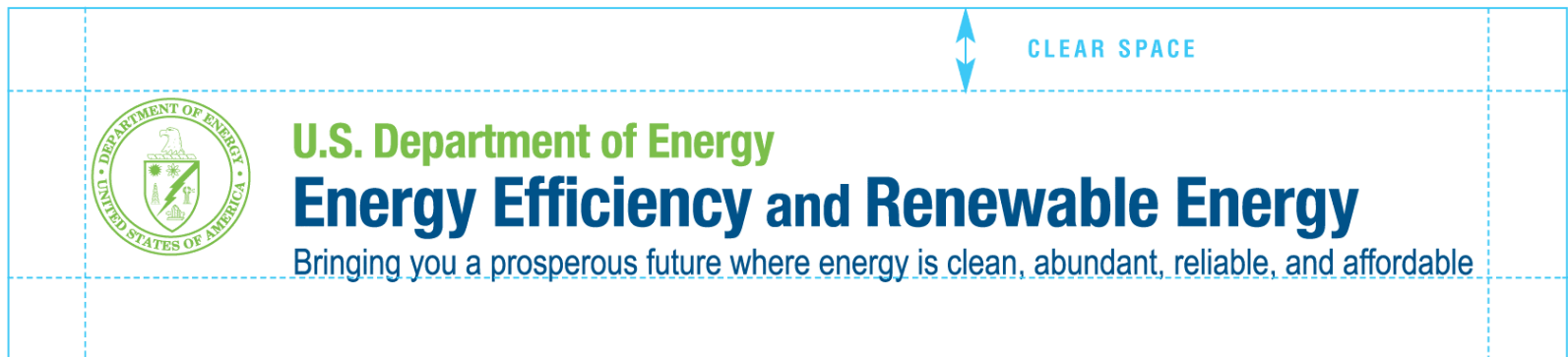
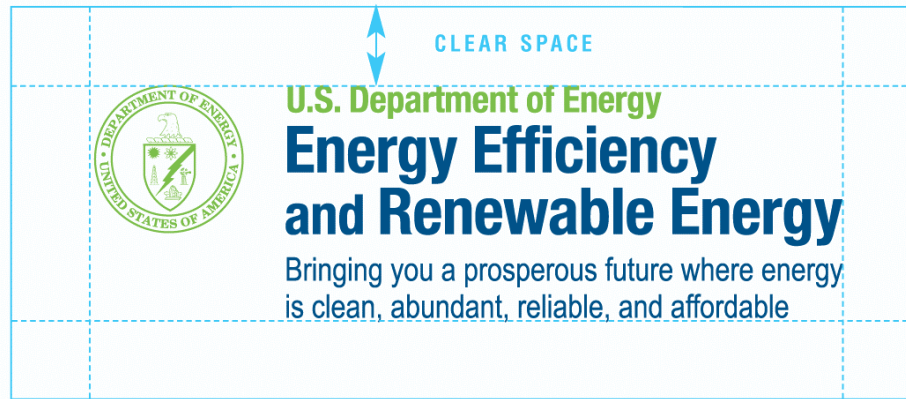
Bringing you a prosperous future where energy is clean, abundant, reliable, and affordable

IDENTIFIER: Clear space

Space surrounding the identifier should be clear and free of all other text and graphic elements. The minimum amount of clear space required is equal to one-half the diameter of the DOE seal.



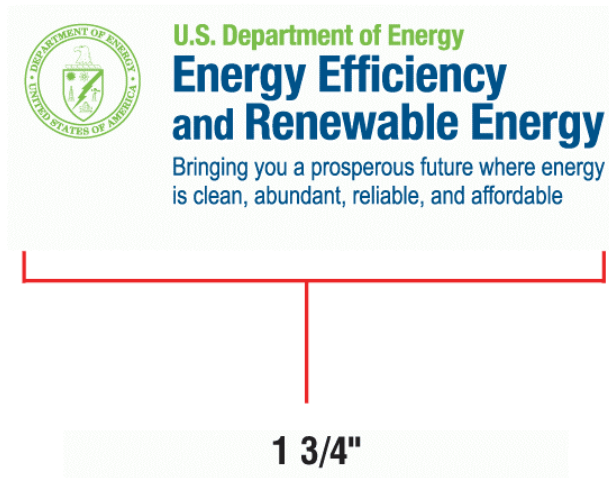
IDENTIFIER: Clear space



IDENTIFIER: Minimum size

The minimum reproduction size allowable is based on the width of the identifier.

CONFIGURATION 1



IDENTIFIER: Minimum size (continued)

CONFIGURATION 2



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1 5/16"

CONFIGURATION 3



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3"

IDENTIFIER: Correct use of one-color identifier

When only one color is available, use the one-color positive identifier (reproduced in blue or black only).



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IDENTIFIER: Correct use of one-color identifier (continued)



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IDENTIFIER: Correct use of one-color identifier (continued)

Or you may use the reverse identifier.



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IDENTIFIER: Correct use of one-color identifier (continued)



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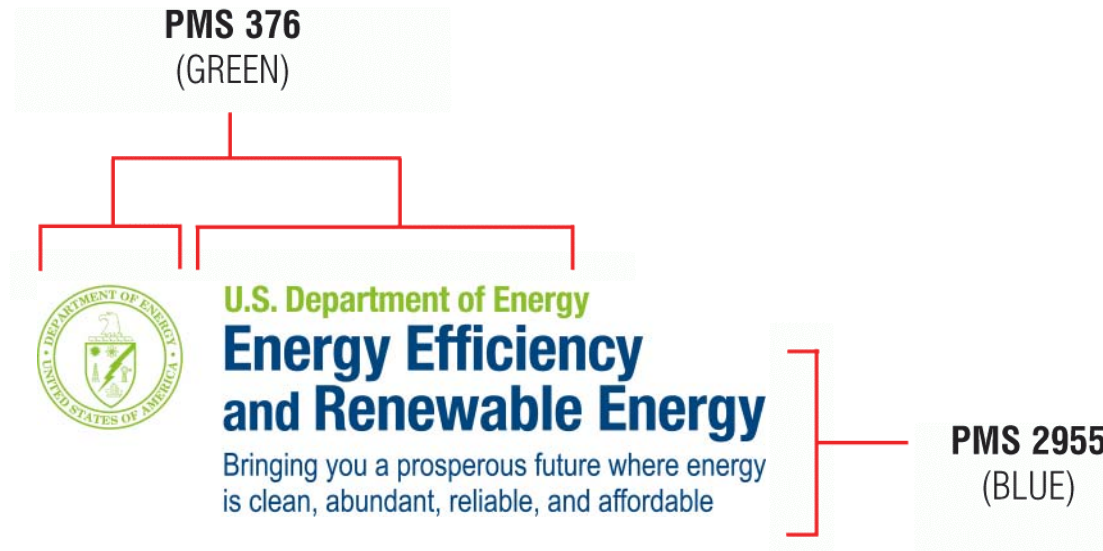


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IDENTIFIER: Correct use of two-color identifier

For two-color communications pieces, the required identifier is the two-color positive version (one color being blue), reproduced on a white background.



IDENTIFIER: Correct use of two-color identifier (continued)



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IDENTIFIER: Correct use of two-color identifier (continued)

Or you may use the reverse identifier.



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IDENTIFIER: Incorrect use of color

Incorrect application of the DOE/EERE identifier may dilute its effectiveness.



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IDENTIFIER: Incorrect use of color (continued)



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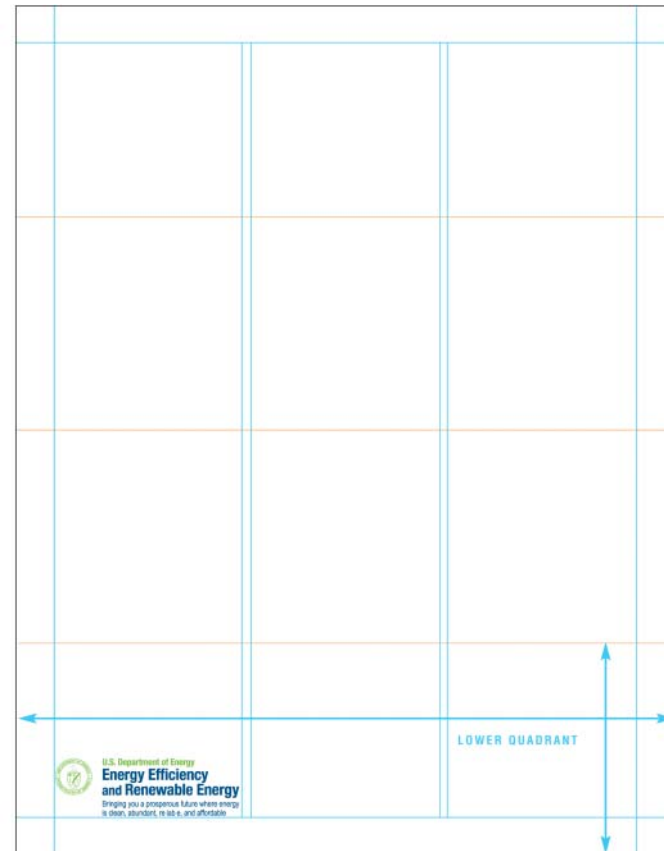


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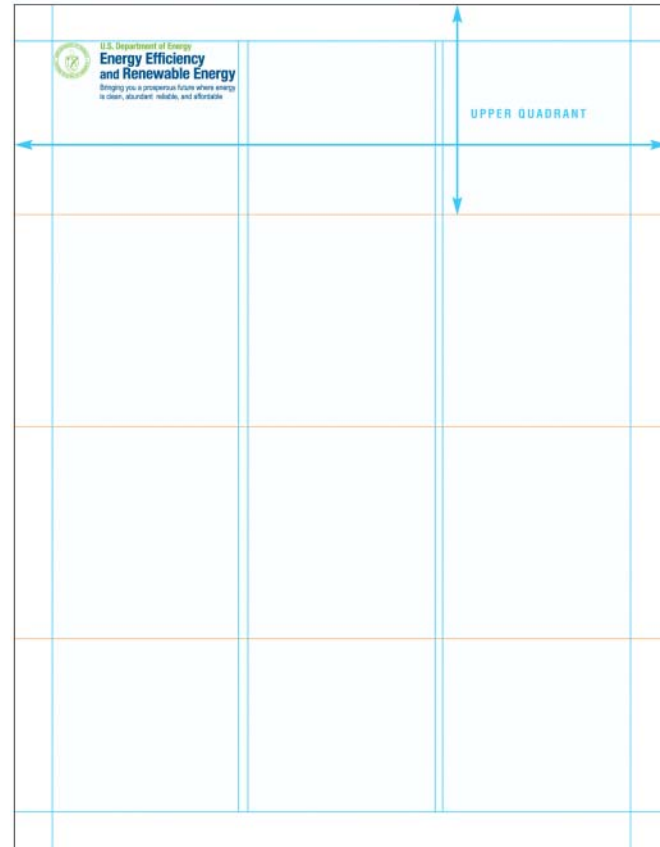
IDENTIFIER: Position

Consistent placement of the DOE/EERE identifier is essential. The identifier **must** appear on the front cover of all print materials. It can also be repeated on the last page or on the back cover of a document. The lower left corner of the page is the preferred position of the identifier.

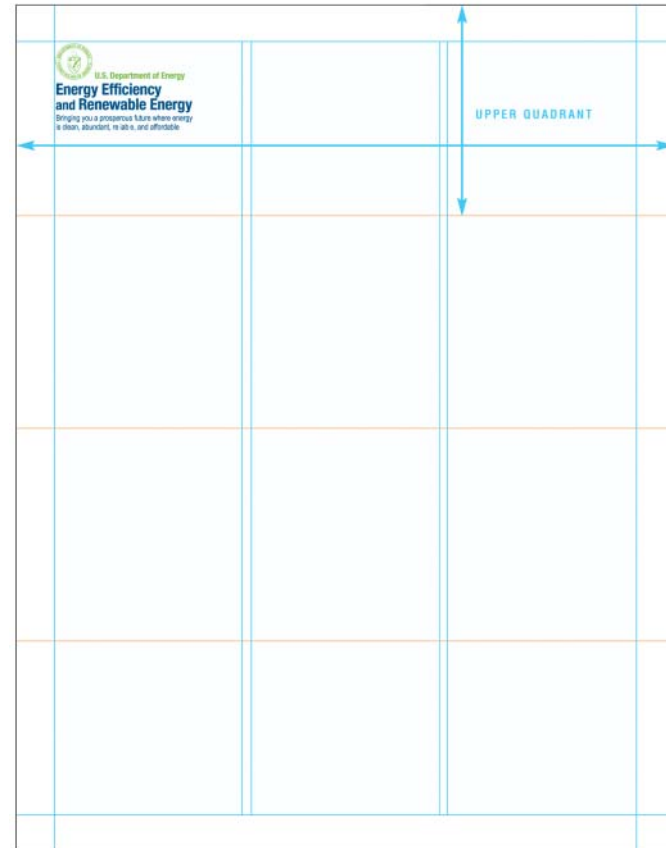
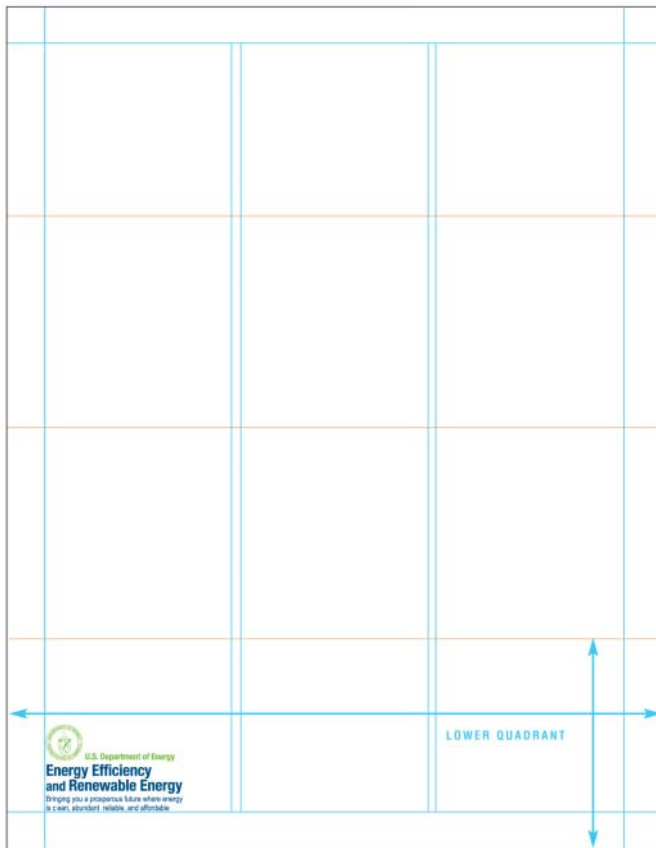


IDENTIFIER: Position (continued)

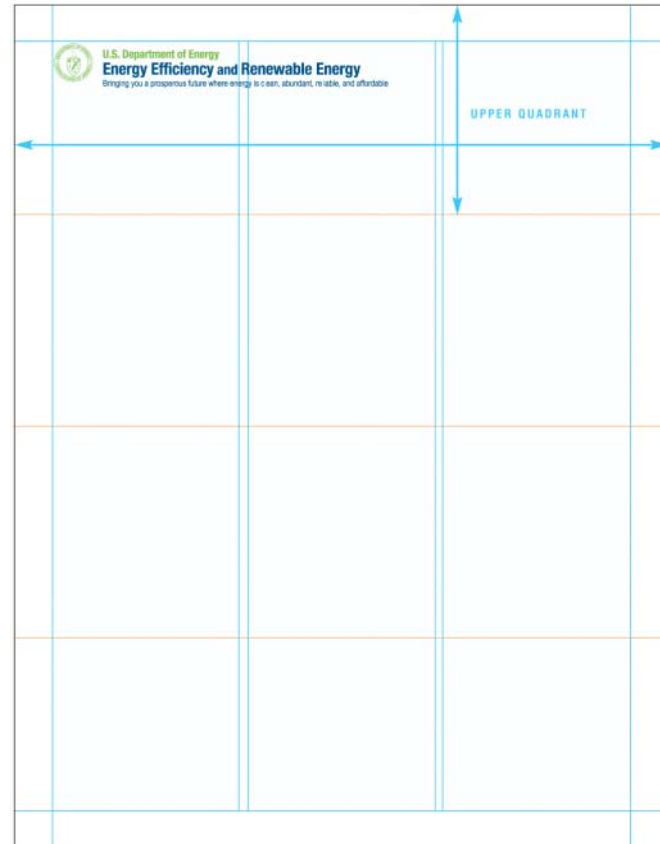
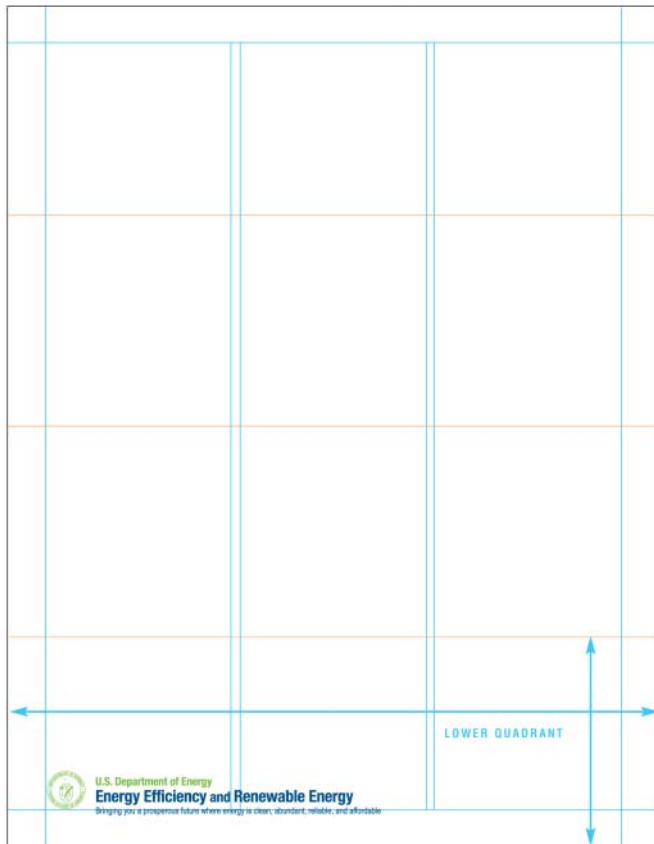
The upper left corner of the page is an acceptable alternate position for the identifier.



IDENTIFIER: Position (continued)



IDENTIFIER: Position (continued)



IDENTIFIER: Position (continued)

SOLAR ENERGY TECHNOLOGIES PROGRAM
FACT SHEET

Concentrating Solar Power

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Bringing you a program to make energy efficient, affordable, and sustainable.

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OVERVIEW BROCHURE
Solar Energy Technologies Program



A Solar Vision for the Future

CORPORATE MESSAGE

CORPORATE MESSAGE

Consistent use and placement of the corporate message is essential. The message should always appear on the last page or back cover of every document.

A Strong Energy Portfolio for a Strong America

Energy efficiency and clean, renewable energy will mean a stronger economy, a cleaner environment, and greater energy independence for America. Working with a wide array of state, community, industry, and university partners, the U.S. Department of Energy's Office of Energy Efficiency and Renewable Energy invests in a diverse portfolio of energy technologies.

COLORS

COLORS

Signature colors

The EERE signature colors are blue (PMS 2955c) and green (PMS 376c). Blue is the dominant of the two signature colors. In two-color printing, blue should always be used.



PANTONE (PMS)
2955c



PANTONE (PMS)
376c

COLORS

Secondary colors

Two secondary colors have been selected to complement the signature colors. They are light blue (PMS 645) and yellow (PMS 7405).



PANTONE (PMS)
645c



PANTONE (PMS)
7405c

FONTS

FONTS

Primary typefaces

Using consistent type is another part of maintaining a strong visual identity.

EERE's primary typefaces consist of one serif and one sans serif font.

FONTS

Concorde should be used for body text throughout all communications.

Concorde

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890\$%&(.;:#!?)

FONTS

Helvetica Neue Condensed should be use for headlines, subheads, captions, call-outs, and sidebar copy.

Helvetica Neue Condensed

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890\$%&(.;:#!?)

FONTS

Zapf Dingbats should be used for special characters such as symbols, bullets, and arrows.

Zapf Dingbats



FONTS

Alternate typefaces

When Concorde is not available, substitute Times New Roman.

Times New Roman

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890\$%&(.,:#!?)

FONTS

When Helvetica Neue is not available, substitute Univers Condensed or Arial Narrow.

Univers Condensed

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890\$%&(.;:#!?)

Arial Narrow

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890\$%&(.;:#!?)

MONTAGE AND BLUE-LINE ILLUSTRATIONS

MONTAGE AND BLUE-LINE ILLUSTRATIONS

All EERE Communications and outreach materials must use the montage art or appropriate blue-line image



EERE INFORMATION CENTER

EERE INFORMATION CENTER

All EERE print materials (including online-only products) must include a reference to the Information Center. The preferred position on a document is the lower left or right quadrant of the back cover or last page. The reference should read as follows:

For more information contact:

EERE Information Center

1-877-EERE-INF (1-877-337-3463)

www.eere.energy.gov

TEMPLATES

TEMPLATES

Reproduction templates are currently available for the following materials:

- PowerPoint Presentations
- CD Labels
- Word Documents
- Web business cards (in development)

PROGRAM LOGOS

PROGRAM LOGOS

Program logos are available in full-color and black-and-white in the following formats:

- EPS (scalable vector image)
- TIF (non-scalable bitmap image)

ACCESSING THE PRINT COMMUNICATION STANDARDS UPDATE

ACCESSING THE PRINT COMMUNICATION STANDARDS UPDATE

The graphic standards update is available on the EERE Web site at
www.eere.energy.gov/communicationstandards/print

CLOSING

CLOSING

Next steps

- Catalogue EERE publication types and develop EERE collateral materials map
- Expand/update the EERE blue-line illustrations and montage
- Expand/update the secondary color palette

CLOSING

If you have additional questions please contact the EERE Publications Manager.

Lou Sousa

Ofc of Communication & Outreach

EERE/US Dept of Energy, Washington, DC

202-586-9236

Lou.Sousa@hq.doe.gov

CLOSING

We look forward to continuing our support of this important endeavor to create a powerful graphic identity for EERE.